

97 SUBARU





Subaru is a true leader in the world rally scene, having recently clinched both the 1995 World Rally Manufacturers' Championship and the Drivers' Championship. In gruelling races in over 8 different countries, the Subaru Impreza 555 team tallied up an incredible string of wins.

And the Subaru Outback recently took first place in the sport-utility class in the 'Rally of the Lost Patrol', a treacherous 8,000 km route through the Yukon and Northwest Territories. Subaru places their vehicles in these demanding driving situations to continually test safety and performance technology.



Most cars provide safety features that help avoid injuries in the event of an accident. Like dual airbags and side-impact beams.

Every Subaru has all these and more. Because at Subaru, we believe the best safety features are ones that help avoid accidents in the first place. That's the beauty of All-Wheel Drive; a superior traction technology that we've been perfecting for over 25 years.

Subaru's advanced full-time All-Wheel Drive system provides

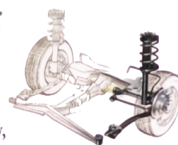
FROM THE RALLY CIRCUIT TO YOUR DRIVEWAY. THE ALL-WHEEL DRIVE ADVANTAGE.

power to all four wheels, and continuously monitors the traction at each set of wheels. When the system senses a change in driving conditions, it instantly adjusts, sending power to the set of wheels with the best grip.

You might say it's our specialty, since we sell more All-Wheel Drive cars in North America than all other cars makers combined.*

In a nutshell, better

traction means safer, more confident driving – whether you're travelling on icy, snow-covered roads, battling torrential rain, or cornering on wet pavement. The result is all-season performance you can always rely on.



Every Subaru features a 4-wheel fully independent suspension system for superior handling and a more comfortable ride.



Our 4-wheel, 4-channel anti-lock braking system is designed to resist wheel lock-up and provide you with unparalleled control, even under the most difficult braking situations.

And, under the hood of every Subaru you'll find a horizontally-opposed 'boxer' engine. This world-renowned design has advantages that result in smooth, responsive performance, improved handling and stability and reduced engine wear.

From the frozen tundra of Alaska to

the blistering deserts of Africa, we've pushed our cars to the limit under some of the most gruelling conditions – world rally circuits.

And by continually testing our cars, we discover valuable technological and engineering

improvements that we then build into every Subaru we make. The end result is we're able to provide you with cars that can be relied on in any situation.

Of course, our All-Wheel Drive safety philosophy extends to our complete line

of Subaru passenger vehicles. And while you may never test your Subaru the way we do, it's nice to know that no matter what the conditions, your Subaru has been built to get you through.

Subaru engineering – rally-tested to ensure it's a champion of safety, reliability and performance both on and off the track.



Side-impact beams and a pillar-to-pillar steering column beam help to protect both the driver and passengers.

"As always with a Subaru, traction is your ally....This is especially true on cottage roads or heading to the ski slopes. If your Soob can't get through, probably even the snow plows can't."

Jim Robinson – Brampton Guardian



Under the hood of every Legacy you'll find Subaru's unique horizontally-opposed 'boxer' engine. It's the same engine configuration found in the Ferrari Testarossa and the Porsche 911. The 'boxer' engine features sensible design advantages and superb power at low rpm. Improvements in performance and fuel economy have been achieved for '97 with an advanced air induction system and the addition of solid, low-maintenance valve adjusters.



Designed for your go-anywhere, do-everything lifestyle, the Legacy is the perfect blend of superior safety and stylish luxury. A winner on any road, the 1996 Legacy Wagon was named 'Best Buy' in *Carguide Magazine*.



"The Legacy has long been a favourite of journalists; it has won several awards and passed the ultimate test: several writers have bought one."

Jim Kenzie, Freelance Automotive Journalist

THE SUBARU LEGACY. 'CAR OF THE YEAR' WINNER MANY TIMES, FOR MANY REASONS.

the Legacy provides the perfect blend of superior safety and luxurious comfort without compromising everyday practicality. A car that turns even the longest drives into enjoyable ones.

Slip behind the wheel and discover first-hand some of the other reasons it's a winner. The entire interior of the Legacy has

been designed with comfort and purpose in mind.

You'll appreciate the extremely quiet ride, made

possible by extra cabin insulation that virtually eliminates road and engine noise. Stretch out, because there's plenty of leg and headroom for five adults. Whether you're packing for a weekend excursion or a trip to the cottage, there are no worries. After all, the Legacy boasts one of the largest cargo volumes of any car in its class.



Superb ergonomics make driving a relaxing experience.

The Legacy also holds its own on the road with a 4-wheel independent suspension system for responsive handling and ABS brakes on most models.

This year, there's an even wider choice of Legacy models, from the economically priced Brighton wagon to the luxurious Legacy LSi with leather interior. Also new is the exciting Legacy GT, with the powerful 2.5 litre, 165 hp 'boxer' engine. Available in both the sedan and wagon models, its aggressive new styling includes a hood scoop and aerodynamic ground effects.

Of course, every Legacy comes equipped with one of the world's most advanced, yet affordable full-time All-Wheel Drive systems for superior traction. And that means safer, more confident driving. Just another reason why the Subaru Legacy is the number one selling All-Wheel Drive car in North America.*



There's something about a winner.

The look. The confidence. The ability to always come through. All reasons why the All-Wheel Drive Subaru Legacy has won more 'Car of the Year' awards from the Automobile Journalists Association of Canada (AJAC) than any other vehicle.

Designed for your go-anywhere, do-everything lifestyle,



With an interior as comfortable as the Outback's, you might just forget about the utility of this sporty vehicle. Shown below is the Outback Limited's luxurious leather interior.



Car & Driver summed it up pretty well with Outback praises that included "terrific stability, unparalleled traction, impressive fit and finish." With the new Outback Limited, we'd like to add sophisticated and luxurious to that description.

*As awarded by the Automobile Journalists Association of Canada.

"It's not exaggerating to say that the Outback has the preeminent on-road ride of any vehicle on the market that I'd dare to take off-road."

Alex Law, Freelance Automotive Journalist

THE OUTBACK. PART WAGON. PART SPORT-UTILITY. IT'S THE BEST OF BOTH WORLDS.

The Subaru Outback has been named the world's first sport-utility wagon, and for good reason. It offers the safety of All-Wheel Drive, the cargo capacity of a sport-utility vehicle and the comfort, ease of handling and fuel efficiency of a car – all packaged into one great-looking vehicle. Whether it's on the highway or off it, the Outback was built to

perform exceptionally well on whatever path you take.

So it's no wonder the Outback earned yet another title last year, named best in its class by the Automobile Journalists Association of Canada.

The Legacy Outback comes in two well-equipped models, including the luxuriously appointed Outback Limited. Inside both, there's more cargo space than the Jeep Cherokee and Nissan Pathfinder. And a

raised roofline adds even more headroom. Under the hood, a 2.5 litre, horizontally-opposed 'boxer' engine powers you through the toughest terrain. With a lower centre of gravity, this engine enhances stability and handling. The Outback's larger tires and a raised suspension mean you'll safely get to places others simply can't.



Besides this AJAC® 'Car of the Year' award, the Outback was also named 'Best in its Class' by *Motoring '96*.

Or, if you like adventure, but don't need the full size of a sport-utility wagon, there's the versatile Impreza Outback Sport. It too has class-leading cargo space along with plenty of comfort features to make the journey just a little more enjoyable. Of course, every Outback, Outback Limited and Outback Sport comes equipped with Subaru's renowned All-Wheel Drive system that delivers the kind of traction and stability that leaves other SUVs spinning.

And here's another nice 'extra'. While sport-utility vehicles don't have to comply with government passenger car regulations, the Subaru Outback meets or exceeds all of them. The Outback

gives you added peace of mind by going the extra mile when it comes to safety, including dual airbags, side-impact door beams, pillar-to-pillar support beams and front and rear crumple zones.

Part wagon. Part sport-utility. The popular Subaru Outback is a vehicle that seems to make a whole lot of sense.

The Outback Sport has an aggressive new design that includes a re-styled aerodynamic front end, grille and hood scoop.





The Impreza Brighton wagon shown here with accessory roof rack and rear spoiler is our most affordable AWD vehicle.



The Impreza was named 'Best Compact Car' in Initial Quality in J.D. Power & Associates '96 study. Shown here is the sporty two-door Coupe.



Top quality fit and finish inside and out are some of the reasons the Impreza has the lowest customer complaint rate of any vehicle sold in America.*



Impressive, world-class, and sophisticated. The Impreza Sedan is shown here in Black Diamond Pearl with accessory rims, splash guards and rear deck spoiler. With lots of standard comfort features and All-Wheel Drive, it's a car that gives you the freedom to enjoy driving.

*According to The Car Book, Jack Collins, 1995 Edition.

"The Impreza's forte is its ride and handling. Its rigid body contributes to predictable and precise handling. The steering ignores any road doing its best to upset tracking."

Marg Perry, *The Province*, B.C.

SAFE AND SENSIBLE HAS NEVER LOOKED THIS GOOD. THE ALL-WHEEL DRIVE IMPREZA.

the 1997 All-Wheel Drive Impreza, available in several exciting models. For example, there's the sophisticated Impreza Sedan or the sporty 2-door Coupe. Both have class-leading safety features such as dual airbags and side-impact door beams, as well as 4-wheel independent suspension for improved road handling. Inside you'll find the space very reassuring too, with generous room for five adults and loads of room to pack away all your gear.

If your lifestyle calls for a vehicle with even more cargo room, the Impreza Sport Wagon L is the perfect fit. It has over 1750 litres of cargo space with the convenient 60/40 split rear seat folded down. Or, if practical simplicity is what you're after,



The Impreza boasts the most leg and headroom of any car in its class.

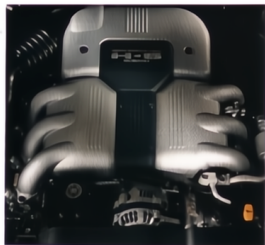
you can't beat the 'Brighton,' our most affordable AWD vehicle. But don't think we've skimped. The dependable Brighton boasts everything you need to get to the action. If your weekends include hauling through the mud or plowing through the snow, the Impreza Outback Sport is equipped to overcome just about any challenge you put in its way. You'll find it shown with the other Subaru Outback models in this brochure.

And, most Impreza models come with a long list of

standard features including dual power outside mirrors, reclining bucket seats, an AM/FM stereo cassette and air conditioning. So whether you choose the two-door Coupe, Sedan, Sport Wagon, Outback Sport or Brighton, you'll discover that your All-Wheel Drive Impreza is all-season, all-purpose, and all fun.

The Sport Wagon has an impressive cargo capacity. Shown below with accessory roof rack, rims and rear spoiler.





The 6-cylinder, 24-valve DOHC engine was specifically designed for the SVX. With 230 horsepower and 228 ft. lb. of torque, the SVX accelerates from 0-100 km/h in 7.8 seconds. Its unique 'boxer' layout is shared by Porsche and Ferrari and provides a lower centre of gravity.

With all this power, you'll be glad to know the SVX also has one of the most advanced 4-wheel, 4-channel ABS systems available.



One look and it's clear — the SVX is a unique luxury sports coupe designed for better driving. Its superior aerodynamics are achieved through the aircraft-inspired glass-to-glass canopy, along with the innovative window-within-a-window design. Designed in a full-size wind tunnel, the SVX boasts a remarkably low 0.29 drag co-efficient.



"On the road where performance counts... there's no question where this car belongs. All alone."

Car & Driver

Nothing turns the road into a never-ending adrenaline rush like a sports car. But when it comes to winter driving, most sports cars are anything but good sports. Except for one. The SVX is a luxury sports coupe with the all-

THE SVX LUXURY SPORTS COUPE. PERFORMANCE THAT'S MEASURED IN SEASONS.

season safety of one of the world's most advanced full-time All-Wheel Drive systems. And under the hood, you'll find a powerful 24-valve, 230 hp DOHC, horizontally-opposed 'boxer' engine, a design that enhances stability because of its low centre of gravity. Inside, the SVX sports a telescoping steering wheel and a heated 8-way adjustable power driver's seat in luxurious soft leather. Wrap-around ergonomics put every control within easy reach. Look to either side, and you'll view the world through the SVX's true badge of distinction — the window-within-a-window. It provides you with unparalleled visibility



You find no compromises in comfort or luxury. Contoured, ergonomic seating is enhanced by the luxurious feel of soft leather.

and the *feeling* of open space — another hallmark of true luxury coupe design.

You're not the only one who'll love the roomy feel of the SVX. Your family and friends will enjoy the SVX's rear seating dimensions — among the largest in its class. There's also a convenient 50/50 split rear seat to accommodate extra long items like skis. And of course, the SVX has all the amenities

you'd expect in a luxury sports coupe, like a power sunroof, automatic climate control and stereo cassette with CD player.

The All-Wheel Drive Subaru SVX. For those who want to enjoy the exhilaration of pure performance all year long.





DISCOVER THE ADVANTAGE OF SUBARU ALL-WHEEL DRIVE, ALL THE TIME.

At Subaru, producing safe, reliable and durable vehicles is our top priority. We're proud of our reputation for building award-winning, world class vehicles that embrace these values and answer today's driving challenges. We're also proud that in 1995, Subaru once again sold more All-Wheel Drive cars in North America than all other car makers combined.*

Our advanced All-Wheel Drive technology is standard on our complete line of vehicles.

It provides superior traction – so you'll drive with more confidence and control no matter what road you take or weather conditions you encounter.



And, for additional peace of mind, every Subaru is backed by our comprehensive warranty programs and our three year Customer Assistance for Roadside Emergencies™ plan (Subaru CARE). It's backed by Canada's leading roadside assistance organization, the Canadian Automobile Association. 

To experience the advantages of superior engineering, traction and design for yourself, visit your nearest dealer soon and take an All-Wheel Drive Subaru for a test drive today.

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*R.L. Polk & Company Registration Statistics for 1995, as well as Canadian Vehicle Registration Data.

 **SUBARU**
The Beauty of All-Wheel Drive.™